

## Car insurance innovation

Western Pacific Insurance and Crash Management Services have formed an alliance creating a unique motor vehicle insurance policy. The new product includes a number of additional benefits that save policy holders time, stress and money when accidents happen.

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Western Pacific is a property and casualty insurer distributed through broker channels, and has offices in Auckland, Queenstown, Melbourne and Hong Kong, and is headed by CEO Jeff McNally. McNally is well known in the industry, with over 30 years experience in the sector including major shareholdings in a range of brokerage firms, and experience throughout the Asia Pacific region. Western Pacific says it provides the broker market with an out-of-the-square approach to business insurance including the flexibility to customise its products to fit the broker's requirements.

Western Pacific's model partners with brokers and empowers them to make policy and claims decisions, and to handle critical administrative responsibilities. By putting brokers in control of key insurance functions, they're able to minimise red tape, improve risk election, reduce loss ratios, improve claims handling and generally operate more efficiently. Western Pacific's lean operation and low corporate overheads also helps keep premiums competitive.

Crash Management is now a leading New Zealand supplier of collision and repair management services. They work with a range of business partners including car leasing firms, professional groups, fleets, and insurance brokers and are highly regarded in the industry. Crash Management is headed by founding director Karen Knight, a veteran of the collision repair industry in New Zealand.

Crash Management won the prestigious Insurance Award for Innovation in 2009, and Western Pacific staff were some of the first to offer their congratulations. The synergies between the companies were obvious and an approach was made in 2010 that quickly resulted in the alliance decision. Crash Management will provide support services for motor vehicle damage claims including customer liaison, assessor and repair co-ordination, and data management.

Western's CEO McNally says "the relationship will add value for brokers and customers, while streamlining processes, minimising time-off-the-road and saving time for all stakeholders. We believe the significant service enhancements provided by Crash Management will provide us with operational efficiencies and a sustainable point of difference in the market. We now have an innovative and competitive offering that beats all the others in the car insurance sector."

Both companies launched in 2005 and have quickly established a reputation for flexibility, a strong customer focus, and service delivery excellence. Both McNally and Knight attribute their successes to the strength of their relationships within the insurance broker sector, and they have many existing business partners in common. Both Western Pacific and Crash Management are in growth mode though and are eager to increase their profiles with brokers. IBANZ members will have an opportunity to learn more about these two progressive companies at the August conference, you'll find them in the Expo area with some great give-aways and prizes.



▲ Front row Jeff McNally, Western Pacific Insurance CEO and Karen Knight, Crash Management MD. Back row: Sarah Willis, Melanie Callaghan and Craig Smith of Western Pacific.

Winner of the 2009  
General Insurance Awards,  
Innovation of the Year



free of cost, confusion & conflict

The good things in life continue to be free

- free for customers
- free for insurers
- free for brokers

and our service continues to win insurance awards

Whether you're an insurer or broker we're here 24/7 nationwide to provide enhanced service to your customers when car accidents happen. Talk to us now about how our award winning service can save you and your clients time and cost.

Crash Brokers just got a lot more user-friendly too. We've changed our name, so now you can just call us your Crash Management team!

Contact us now:

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Crash Management Services is a division of Crash Brokers Ltd